

APRIL

17-21 Idaho Preferred Spring Promotion with Walmart

MAY

7-9 Food Marketing Institute Food Show, Chicago, Illinois

20-23 National Restaurant Association, Chicago, Illinois

23-24 World Trade Day, Boise, ID

JUNE

14-16 EXPHOTEL, Quinta Roo, Mexico

AUGUST

20-26 World Potato Congress, Boise, ID

SEPTEMBER

8-23 Taiwan Menu Promotion, Taiwan

9 Taste of Idaho, Boise, ID

OCTOBER

1-31 China In-store Product Testing

FALL '06

TBD Mexico In-Bound Buying Mission *

TBD Korean In-Bound Buying Mission *

TBD Central America Fresh Produce Promotion* -

TD Central American In-Bound Produce Buying Mission *

TBD Yellow Onion Promotions in Mexico*

TBD Chinese In-Bound Buying Mission *

* WUSATA, Western U.S. Agricultural Trade Association
Find more information about WUSATA at wusata.org

April - June 2006

Idaho to Host World Potato Congress and Farm Show

The state known worldwide for its famous potatoes will host the World Potato Congress and Farm Show August 20-26.

The World Potato Congress (WPC), hosted by the National Potato Research and Education Foundation and the United States Potato Board, will feature two and a half days of presentations from internationally-recognized leaders in the world potato industry. Environmental, marketing, technology, nutrition and crop protection issues will be addressed. The half-day session on Thursday, August 24, will focus on issues of interest to growers. The Congress will be held at the Boise Centre on the Grove.

The World Potato Congress Farm Show will be open August 24 - 26. The show will combine an outdoor trade show exhibit area with working field demonstrations and plots showcasing everything from the latest genetics to the most modern equipment to cutting-edge crop protection and irrigation systems. Included will be a hands-on view of a wide variety of equipment and crop management systems featuring the latest concepts and technology available to potato producers. The Farm Show will be held at the Simplot farm north of Wilder, Idaho.

Other activities will include tours on Sunday, August 20, and the World Potato Congress Golf Tournament on Monday, August 21, at Boise's Banbury Golf Club. That evening, an All-American celebration in Julia Davis Park will welcome the world potato industry to Idaho.

This is the first Congress to be held in the United States. In the past, it has been hosted by Canada, China, the United Kingdom, South Africa, and the Netherlands.

Online registration for the Congress and Farm Show is available at http://www.potatofoundation.com/WPC_2006/index.html.

Idaho Week at Wal-Mart

Walk in to your local Wal-Mart store during the week of April 17 and you will be greeted by a display of Idaho food and beverage products. This special promotion is part of an ongoing partnership between Wal-Mart and Idaho Preferred™, a program to identify and promote Idaho-grown food and agricultural products managed by the Idaho State Department of Agriculture.

From April 17-23, Idaho products will be featured in Wal-Mart stores across Southern Idaho. Products displayed in Wal-Mart's "Action Alley" will range from fresh onions and potatoes, to Idaho wines, fresh bread and processed products.

Idaho products can also be found throughout local Wal-Mart stores. In the refrigerated sections of stores you might find Meadow Gold milk, produced in Boise; Quality Farms Apple Juice from Caldwell; or Falls Brand Meats from Twin Falls - to name just a few.

"As spring and summer approach, we are looking forward to expanding our Idaho product line to offer fresh Idaho fruits and vegetables to our customers."

Leah Clark, Trade Specialist from the Department of Agriculture who works exclusively with the Idaho Preferred program noted "Wal-Mart has been great to work with. They are very supportive of local products and producers and have worked with us to find, identify and promote Idaho products to Wal-Mart customers."

"Idaho Preferred™ products are available in Wal-Mart stores year-around," said John Jacobsen, Regional Merchandising Manager for Wal-Mart. "As spring and summer approach, we are looking forward to expanding our Idaho product line to offer fresh Idaho fruits and vegetables to our customers."

Idaho Companies Create Successes at ANTAD 2006

ANTAD 2006 hosted over 40,000 buyers, sellers and technical representatives March 28 – 31, 2006. This annual trade is located in Guadalajara, Mexico. This is the largest trade show in Mexico and is focused on the retail trade sector. Four Idaho companies attended the event.

“ANTAD is the key opportunity to expand into the retail sector in the Mexican market. We feel well positioned in the market when the current trade barriers are removed.” reflects Seth Pemsler of the Idaho Potato Commission when asked about the effectiveness of the show. The Idaho Potato Commission hosted a booth at the show to help draw attention to the high quality potatoes and potato products grown and processed in the state.

The Idaho State Department of Agriculture (ISDA) in cooperation with the Western United States Agriculture Trade Association (WUSATA) coordinated a Western States pavilion within the U.S. pavilion in ANTAD. “Idaho made a great presence at the show. They not only represented their individual products, but they let the retail buyers know that we are in Mexico for the long term and intend to be the supplier of choice.” said Jerry Ward Trade, ISDA.

Mexican Celebrity Films in Idaho

Lulu Pedraza, a culinary television personality, chef, and cook book author in Mexico, visited Sun Valley and Tamarack resorts in February. The Department of Agriculture has developed a relationship with Lulu over the past three years. She has filmed Idaho agriculture products for the last two years and produced over 15 episodes featuring Idaho agriculture products.

Together, ISDA and Idaho Commerce & Labor’s Tourism Division coordinated filming of Idaho products at the Sun Valley Resort and Tamarack. Multiple chefs displayed their talents. The taped episodes were aired on Mexico television to help promote Idaho tourism destinations for Easter vacations as well as showcase Idaho’s food.

The chefs focused on Idaho agriculture products. Idaho’s famous potatoes and Idaho’s Spanish Sweet onions played a prominent role in the dishes they created. Other featured items were farmed raised elk, hand picked morel mushrooms, and Idaho wine along with many others.

Farmers’ Markets Benefit Local Economies

Farmers’ markets—the oldest venue for selling farm fresh produce—are free enterprise at its best. On market day, the scene is festive as local markets are filled with the freshest food and people coming together to celebrate community and agriculture. Farm families and consumers meet to buy and sell local foods from baskets of ripe, colorful fruits and vegetables, creates of specialty herbs, honey and fresh flowers, and home-baked breads. Most of the farmer’s markets throughout Idaho open in May and consumers can visit any of the 29 markets throughout the state.

For the past ten years, the number of farmers’ markets in Idaho, along with their popularity, has been steadily increasing.

Farmers’ markets have been a steady presence in Idaho for more than twenty years. For the past ten years, the number of farmers’ markets in Idaho, along with their popularity, has been steadily increasing. What makes this exciting is that the revenue generated by these markets will stay in our local economy. Consumers are concerned with knowing where their food comes from and who produces it.

“Farmers’ markets continue to be a valuable part of our communities. These markets are an excellent venue for producers to sell their products and get people energized and excited about agriculture in Idaho,” said Pat Takasugi, director, Idaho State Department of Agriculture. “Consumers find farmers’ markets to be a fantastic opportunity to meet and interact with the folks behind the abundant, quality locally-grown products of Idaho.”

For a complete guide to the farmers’ markets in the state or those interested in starting a farmers’ market, contact the marketing division at the Idaho Department of Agriculture at (208) 332-8530 or visit <http://www.idahoag.us/Categories/Marketing/FMmarketing.php>.

Legislature Approves Funding for Idaho Preferred™

Since the launch of the Idaho Preferred™ program in 2003, much progress has been made in identifying and promoting Idaho food and agriculture products. Great retail partnerships; effective radio, TV, and billboard advertising; the introduction of Idaho fruits into school lunch menus; and many special event promotions have combined to achieve public awareness for the campaign of over thirty percent of the target audience. Due to the progress made to date, the campaign which was originally funded by a federal Specialty Crop grant, will now be funded in-state.

During the 2006 Legislative session, lawmakers recognized the value of the program to Idaho producers - as well as consumers - and allocated approximately \$150,000 to Marketing Division of the Idaho State Department of Agriculture to continue the program. Idaho Preferred™ will now carry on uninterrupted, assisting Idaho food and agriculture producers and processors to market their products effectively and profitably through advertising, retail and foodservice promotions, educational efforts and special consumer events.

Idaho Fresh Potatoes Dominate the Mexico Market

Historically, the Mexico market for fresh potatoes has been closed to Idaho. In March 2003, Mexico allowed Idaho to ship fresh potatoes into the first 16 miles south of the U.S.-Mexico border. This border zone may seem small but it represents one of the largest economic regions in Mexico. The people living there have acquired U.S. tastes and preferences. This makes it a natural market for Idaho fresh potatoes.

Idaho fresh potato shippers have captured approximately 34% of the border zone market in 3 years time. This is an amazing feat considering it was recently opened. It is a testament to the quality of the potatoes grown in Idaho and the skill of the businessmen that have pursued it.

“Idaho is in a great position to ship nation wide when Mexico opens the entire market for potatoes. Strategic partnerships have been established and relationships have been formed to capitalize on this potential opportunity.” Laura Johnson, Bureau Chief, ISDA.

USDA FAS Launches U.S. Export Certification Website

The USDA Foreign Agriculture Service developed a website to assist U.S. food and agriculture companies access the many certificates needed to export products. Many countries require certificates from a competent U.S. authority to confirm the safety of the ingredients and processing of the exported product. The requirements of foreign governments change often. The process of locating the correct form can be time consuming. This site keeps the most current information and is updated whenever a new requirement is announced. This site provides links to certificates and links to the certifying agencies. It also has links to export programs and market data. The site can be found at <http://www.fas.usda.gov/itp/ofsts/exportcertif/intro.asp>.

Idaho Hosts International Buying Groups to Increase Agricultural Exports

Two buying groups from the Southeast Asia region will be visiting Idaho in July. Ingredient buyers from the Philippines and Indonesia will be in Idaho, as well as produce buyers from the region. Dates for these visits have not yet been determined but any company interested in setting a meeting time should contact Shelby Kerns at skerns@idahoag.us.

Central American produce and consumer oriented food buyers will be visiting Idaho again this year. They will be looking to locate suppliers to create long term relationships with. The buying mission will be in Aug 2006. For more information contact Jerry Ward at 208-332-8537 or email jward@idahoag.us

A retail buying group from China will be traveling to Idaho to meet with value-added agricultural producers. This group will include executives from the largest domestic retail group in China along with their importers who are responsible for sourcing international products. They will specifically be looking for products to feature in promotional evaluations this fall. Dates for this reverse mission have not yet been determined, but interested companies may contact Lindsey Youtz at lyoutz@idahoag.us for further information.